KEYNOTE SPEAKER KIT

# SANDY GERBER

## Keynote Speaker | Emotional Intelligence & Communication Trainer | TEDx Speaker | Award-Winning Author | Entrepreneur | Podcast Host

*2026 #16 Top 30 GLOBAL GURUS in Communication*
*2026 Best Mindset & Mental Health Podcast Award*
*2025 Women of Influence Creative Innovator*

"Sandy breathes excitement and empowerment as she had our guests walking away truly reflecting on her powerful messages."

**Peter Manianis, TELUS**

Sandy helps professionals communicate with clarity, judgment, and emotional intelligence in high trust environments. Through engaging, experience based keynotes and practical tools, she strengthens confidence, connection, and communication effectiveness in conversations that matter most.

SPEAKERS BUREAU OF CANADA
Activate Your Audience

## Let's Connect


604.897.5672
info@sandygerber.com
Vancouver, BC

# CONNECTED CONVERSATIONS

## WHY LEADERS CHOOSE SANDY

Sandy's keynotes are designed for leaders and experts who operate in high trust, high responsibility environments where communication decisions have real impact. Her sessions are engaging, intelligent, and deeply practical, blending humour, storytelling, and live audience interaction to create moments of insight that actually change how people show up in conversation.

Participants don't just feel inspired, they leave with clear communication tools they can use immediately in leadership discussions, client conversations, and complex family or business relationships. She addresses the real dynamics leaders face and equips them with practical tools, making the keynote both impactful in the room and valuable long after the conference concludes.

### A KEYNOTE FOR TODAY'S LEADERS & EXPERTS

Sandy's keynotes are high-energy, story-driven, and packed with actionable takeaways. She's trusted by top organizations for her ability to simplify complex ideas into tools leaders can actually use. Sandy creates a room that is focused, engaged, and grounded in real leadership challenges.

Her delivery is built for senior leaders who want clarity, usefulness, and immediate application, not just inspiration.

# ABOUT SANDY

**Certified Emotional Intelligence & Communication Trainer | Best Selling Author | Entrepreneur**

Sandy Gerber helps leaders have the conversations that keep teams and businesses growing when conditions change. She calls herself a Human Connection Catalyst. Her audiences call her funny, relatable and practical. Her keynotes and training help leaders communicate better, lead with confidence and connect faster.

Sandy is ranked as **#16 in the 2026 Top 30 Global Gurus in Communication**. With over 25 years of experience in leadership, marketing, and emotional intelligence, Sandy has trained thousands of professionals and worked with iconic brands including Google, A&W, RBC, TD, UFCW, TELUS, Rogers Media, York Regional Police, Raymond James, and St. John Ambulance.

A former executive in male-dominated industries (finance, tech, and construction), Sandy founded and grew NEXT Marketing into one of **BC's Top 100 Fastest Growing Companies** - all while raising two children on her own. Her personal story of reinvention fuels her mission to simplify communication and help people express themselves with more clarity, empathy, and impact. Her popular tools - like Emotional Magnetism™, The EQ Switch™, and Connected Conversations™ - are easy to apply and designed to stick.

Her book, *Emotional Magnetism: How to Communicate to Ignite Connection in Your Relationships*, has won 20+ awards, is published in three languages and is used in academic curricula.

She's a **certified EQ-i 2.0 and EQ360 trainer and an NCCA-designated communication coach**, TEDx speaker, and a 2025 Women of Influence Creative Innovator. She also hosts *Magnetic Communication*, named **2026 Best Mindset & Mental Health Podcast.**

Event planners call her a **"surprise and delight" speaker**. She customizes every session to the audience, building in participants' own industries and experiences so they can use learning right away.

Her sessions are known for one thing above all: **people use what they learn immediately at work and home.**

*"Sandy is an absolute pro. She was an all-time favourite in our organization that has held events for over 30 years. Sandy connects instantly, makes you laugh, and gives you communication tools you can use the moment you walk out the door. Attendees loved her and left feeling equipped and inspired."*
*~ Tracy Theemes, Raymond James & Board Member, Association of Women in Finance*

*"Thank you, Sandy, for your incredible session. Your message was powerful. Your ability to educate and motivate through storytelling and authenticity is something I will never forget. Thank you for sharing your wisdom and heart with us."*
*– L. Bigioni, Chief of Staff, Region of York*

*"Sandy is expert level. I've been coached and taught by a great speaker, and this was flawless. Well done!"*
*- M. Williams, President, The Self Publishing Agency*

*"I absolutely loved the visuals. For someone with ADHD this was incredibly helpful for staying focused. Thank you so much."*
*~ L. Martinez*

# KEYNOTE IMPACT & OUTCOMES

## Where This Keynote Creates the Most Value

Sandy partners with organizations and professional audiences who understand that communication is a strategic advantage in complex, high trust environments. Her keynotes are designed for senior professionals navigating sensitive conversations, competing priorities, and high responsibility roles where how communication is handled directly affects trust, judgment, and long term outcomes. Each keynote is built using Sandy's **Connected Conversations™** framework and is tailored to the audience, professional context, and event goals to ensure relevance, credibility, and immediate value.

## Ideal Audiences

- **Senior Professionals & Trusted Experts:** Strengthening presence, judgment, and influence in high stakes conversations involving complex decisions
- **Decision Makers & Influencers:** Supporting clarity, accountability, and trust across multi party and intergenerational dynamics
- **Professional Audiences:** Seeking practical communication tools that enhance discretion, confidence, and effectiveness in complex environments

## Results Leaders Experience After the Keynote

- **Clearer Communication Under Pressure:** Leaders communicate with greater clarity and composure in complex or emotionally charged situations
- **Stronger Judgment & Decision Alignment:** Improved dialogue supports better decision making, fewer misunderstandings, and more aligned outcomes
- **Increased Professional Presence & Credibility:** Participants show up more intentional, thoughtful, and effective in necessary and critical conversations
- **Higher Trust & Engagement:** Conversations feel more productive and respectful across professional and client relationships
- **Constructive Dialogue & Respect**: Professionals have practical tools to handle challenging conversations in ways that reduce friction, build credibility, and move issues forward.
- **Practical Tools That Stick:** Simple proven frameworks leaders can apply immediately, not concepts that stay on the slide deck

TEDx Global BC ROGERS TELUS LA WEEKLY

# MEASURED IMPACT & CLIENT EXPERIENCE

*"We received an exceptionally positive response on Sandy's session with our senior leadership team. It was one of the more impactful speaking experiences we have hosted. Sandy provided practical tools that are already being used by our leaders, thanks to her clear and approachable style. Her insightful storytelling, combined with her relatable and authentic delivery, made the experience memorable and meaningful for our leaders. She did an excellent job engaging over 150 participants throughout the entire session, which is no small feat. Sandy's ability to spark reflection and inspire action really stood out, and we would highly recommend her.*

~ Jessica C., York Regional Police

*"Sandy's talk at our national conference was excellent. She was engaging, elevated the energy in the room, and had the audience interacting with useful and unique content."*

~ Perminder C., Insure Life Financial Group

*"Sandy was professional, engaging, and brought the perfect balance of humour and practical insight to our event. The feedback from attendees has been outstanding. We highly recommend Sandy as a speaker who delivers both impact and connection."*

~ Tina S., Executive Director, Canadian Association of Fire Chiefs

*"Sandy's keynote was outstanding! Seconds into Sandy's talk, the audience loved her, and positive feedback is still pouring in. Her Connected Conversations talk was informative, funny, and super relatable."*

~ Suzanne H., Co-Founder, Empower Women Canada

*"Sandy delivered an outstanding keynote for our organization. Her ability to combine expertise, humour, and practical strategies kept our attendees fully engaged and inspired. Everyone left with actionable communication tools they could immediately apply."*

~ Liz C., Director, Pathways Serious Mental Illness Society

*"Gerber's created powerful communication tools that are simple to understand and more importantly, effective at boosting self-awareness and empathy in our relationships."*

~ Alyson Jones, MA, RCC, Therapist & Clinical Counsellor

*"Sandy is a powerhouse when it comes to invigorating your team's connection, sales and customer service dialogue. Sandy created and delivered effective communication skills training to our entire team. Her training instilled newfound company energy and ignited team dynamics."*
*– M. Borsoi, Director, Operations,*
*St. John Ambulance*

*"Practical, real, engaging and funny!*
*-CEO, Sherwin Communication*

*"I loved your Connected Conversations session! Thanks for inspiring us, Sandy. I'd definitely recommend you to anyone else considering a similar session." ~ I. Khrapach*
*Chief of Staff*
*Google Cloud*

# WHY EVENT ORGANIZERS & CORPORATE CLIENTS LOVE WORKING WITH SANDY

### Tailored Customized Training for Every Audience

- Whether live or virtual, Sandy works with operational leaders and event planners to craft each training session to resonate deeply with your audience. She integrates real-world examples for attendees to bring her communication tools to life.

### Anything but Ordinary

- Sandy's training workshops are unforgettable - experiential, dynamic visuals, no dull slides, and an energy that keeps everyone hooked from start to finish.

### Humour + Impact = A Lasting Impression

- Her relatable humour, memorable insights, and actionable takeaways - Sandy ensures every attendee leaves inspired and ready to act.

### Training Return on Investment & Results

- Attendees will be fully engaged and left wanting more. They will walk away with practical, easy-to-use communication strategies they can immediately apply in their day-to-day interactions with team members, colleagues, and even their loved ones.

- These strategies are memorable and easily trainable to others, fostering ongoing learning and reinforcing a culture of effective communication and connection.

**EXPERIENCE SANDY SPEAKING**

Want a feel for Sandy's humour, presence, and ability to energize a room? Scan the QR code to watch her speaker reel and experience her delivery, storytelling, and the connection she creates with audiences.

**Sandy's TEDx talk:**
https://www.ted.com/talks/sandy_gerber_the_secret_to_successful_romantic_relationships

SCAN ME

# WHAT SANDY NEEDS TO BE AT HER BEST FOR YOUR EVENT

**AUDIO + VISUAL SUPPORT**
Sandy prefers to use a hands-free microphone, such as a journeyman (over-the-ear) or lapel microphone, to ensure her delivery is as engaging and dynamic as possible. Reliable audio access is also necessary.

**TIME TO CONNECT**
After her presentation, Sandy appreciates a scheduled 20-minute break to engage more personally with participants. Providing a table at the back of the room creates the perfect space for her to connect, answer questions, and sign books for attendees. This one-on-one interaction adds memorable value to her sessions.

**SPEAKER FEES**
Sandy's fees for live speaking engagements range from $3,500 to $10,500, based on the event's scope and level of customization required. For virtual presentations, her fees range from $1,500 to $5,000. Sandy also selects a handful of events each year where she donates her fee if the opportunity aligns with her core values.

**TRAVEL + ACCOMMODATIONS**
For in-person events, the event organizer is responsible for covering travel expenses, including flights, transportation, and hotel accommodations. These arrangements should cover the night prior to the event and, if needed, the evening of the event based on flight schedules.

**USE OF CONTENT**
Any photos, videos, or recordings of Sandy at your event must receive her approval before being distributed. This ensures all content aligns with her professional standards and brand integrity.

**BOOKING SANDY**
To bring Sandy's energy and expertise to your next event, reach out to her team to discuss putting your date on hold.

604.897.5672
info@sandygerber.com
Vancouver, BC

# Sandy's Most Popular Emotional Intelligence & Communication Tools

Sandy's thrilled to partner with your team to design a fast-paced, story-rich session that will leave your leaders, experts and team members feeling more connected, confident, and emotionally intelligent in every conversation.

Grounded in the Connected Conversations Advantage framework, this one-hour experience blends humour, neuroscience-backed insight, and real-world communication strategies to help your team communicate with more clarity, empathy, and influence. Together, we'll select 4–5 of the following focus areas to tailor your session to your team's goals.

## Choose your Focus Area (Select 4–5):

**1. The EQ Switch™ – How to Stay Calm and Lead with Clarity**
Learn a simple 3-step technique to pause emotional reactivity and regain control in tense moments. This segment reveals the science of emotional hijacks and how to respond instead of react.
**Result:** Better composure, clearer thinking, and emotionally intelligent responses under pressure.

**2. Connection Cues™– What Your Body Says Before You Do (Most Popular)**
Discover the non-verbal signals that instantly build or block trust. Through quick demos, your team learns how to show warmth, confidence, and connection, without saying a word.
**Result:** More authentic connection, stronger first impressions, and greater influence in every interaction.

**3. Honest Sandwich™– Turning Tough Talks into Trust-Building Moments**
A simple 3-step model for communicating emotions clearly and respectfully. Sandy shares relatable stories that show how honesty, delivered well, builds trust instead of tension.
**Result:** Productive, emotionally intelligent conversations that resolve tension and build respect.

**4. EARS™ Listening Framework – How to Make People Feel Heard (Most Popular)**
Learn the critical listening step most professionals overlook when navigating complex or sensitive conversations. This segment shows how to listen in a way that builds understanding, reduces defensiveness, and keeps discussions productive.
**Result:** Clearer dialogue, reduced friction, and stronger professional relationships across complex conversations.

*"Great energy! Actual actionable information you can use." – Heather W., Chief Officer, Burnaby Fire Dept.*

*"New and actionable. Not airy fairy." – Erin W., Emergency Management, Sunshine Coast District*

*"It's funny how you hit on a lot of things I do without noticing until you pointed it out."*
*– Craig M., Deputy Chief, CBRM Fire Service*

*"Sandy delivered an engaging speaking session that hit the mark. The feedback from our team was unanimous - Sandy's talk was relatable, memorable, and packed with valuable takeaways they could use right away at work and in life."*
*- Katherine K., Qualico Homes*

## Sandy's Most Popular Emotional Intelligence & Communication Tools

**5. Emotional Magnets™ – Know What Motivates (Most Popular)**
Based on Sandy's award-winning book *Emotional Magnetism*, this tool reveals the four emotional motivators driving every decision. Recognizing these motivators allows communication to land with greater relevance and intention.
**Result:** Improved empathy, engagement, and influence in conversations with colleagues and clients.

**6. Communication Blockers – Hidden Habits That Derail Connection**
Explore the top 3 ways people block connection, and don't even realize it. Referenced in Sandy's 16 Communication Blockers from her best-selling book, this segment helps participants see themselves in surprising ways that spark change.
**Result:** Greater awareness and more productive communication.

**7. CLEAR Communication™ – Elevate How You Write and Respond**
Reveals how to elevate your written communication (email, text, or chat) so your words are clear, confident, and emotionally intelligent. You'll learn simple, practical ways to make every message land with impact and professionalism.
**Result:** Faster replies, stronger credibility, and clear, confident communication that gets results.

**8. EQ Snapshot – Measure & Strengthen Your Emotional Intelligence**
A quick self-reflection activity to identify personal EQ strengths across five core areas: Self-Perception, Self-Expression, Decision Making, Interpersonal, and Stress Management.
**Result:** Increased self-awareness and actionable insights for leadership growth.

**9. Honest Questions™ – Shortcut to Trust and Clarity (Most Popular)**
Learn how to replace assumptions with curiosity using emotionally intelligent questions that build rapport fast.
**Result:** Better collaboration, faster problem-solving, and stronger relationships.

**10. Public Speaking Delivery Mastery – Presence and Impact**
Delivery skills to elevate a presentation from informative to engaging. Leaders learn how to use tone, pacing, operative words, beat placement, blocking, and non-verbal gestures for authority.
**Result:** Leaders speak with greater confidence, and credibility, using voice and body language to engage audiences.

*"As the featured speaker, Sandy was energetic, fun, engaging and inspiring. We contracted Sandy to help strengthen our Account Manager's sales acumen during our Retreat. Her presentation was filled with practical tips and lacked much of the unsubstantiated hype and catch phrases that too often accompanies training."*
*-C. Letawsky, Director, Rogers Media*

*"We selected Sandy to present to our hundreds of members as her expertise and passion for communication is remarkable. Sandy's presentation was informative, energetic, and filled with tips and learning the members could use immediately."*
*- M. Bartolotti, International Association of Women*

GLOBAL GURUS TOP 30 2026
COMMUNICATION

SPEAKERS BUREAU OF CANADA
Activate Your Audience

“I ignite people and organizations to communicate with clarity, curiosity, and emotional intelligence. Through my talks, training, and tools, I help you build stronger connections, drive engagement, and create transformative results in your personal and professional life.”
- Sandy Gerber

NCCA DESIGNATED
National Communication Coaching Association

EQ-i 2.0 CERTIFIED
EQ 360 CERTIFIED

## Let’s Connect


604.897.5672
info@sandygerber.com
Vancouver, BC